

Minutes of the
Public Affairs Advisory Group
7 March 1979

Attending: OPA - Herbert Hetu, Chairman

OIG - Charles Briggs

STAT DDS&T

OGC -

DDO -

NFAC

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STAT CTS -

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Absent: RMS -

STAT Mr. Hetu called the PAAG to order and reviewed the background
STAT concerning the decision to produce a Multi-media show of the intelligence
process for presentation to groups visiting the Agency. It will be an
approximately 12-minute show of still photos and graphics simulating
action by projecting multiple images on the screen. He described the
criteria used for selecting [redacted] to produce the
show and then introduced [redacted] the contractor.

STAT [redacted] walked PAAG members through the work done so far
and outlined plans for completion. He explained that part of laying
the groundwork for beginning the job had included consulting a psychologist
to help arrive at the right approach to ensure the presentation solved
the problem of the client's audience. He reported that good designers
are not necessarily good communicators. The content--keying on the
synthesis of information into intelligence--will be constructed by
using visual images depicting a story being told principally by
employees who are involved in the work being shown. Emphasis will
STAT be on a simple, straightforward message. [redacted] used concept
story boards to illustrate the broad initial visual concept and explained
that each succeeding step would refine the project further. The next
step is to interview employees who will participate and whose responses
to pre-planned questions will be voice taped and integrated into the
show's narrative. In some cases, employees photos may also be used. A
project officer from Security has been assigned to monitor this process.

PAAG members offered comments and suggestions for consideration of the Office of Public Affairs and the contractor.

Regarding the story line, several members stressed the importance of including some focus on clandestine collection without being defensive about it. It was also suggested that some mention be made of people involved in the day-to-day routine support tasks so necessary to the smooth running of every large operation. In response to questions, [] explained that the initial requirement from policymakers, and the oversight process are covered in the script and so inclusion of this material is not apparent from the story boards.

Mr. Hetu reiterated that the film will be short and consequently can give only a flavor of what the Agency does.

Referring to specific parts of the story boards, caution was urged in showing charter legislation since the whole matter is so unsettled. Executive Order 12036 or the National Security Act of 1947 could be shown to exemplify the statutory aspect. One story board portraying open collection needs to be reconsidered because it could be easily misinterpreted. Showing the use of a car to deliver the PDB would convey an archaic conception of the Agency's capabilities and date the film, which would be undesirable.

The question was raised as to whether the people who are performing the tasks to be shown would be able to communicate effectively the message to the groups we are trying to address. [] expressed confidence that that would work out.

Mr. Hetu said the median audience for the show ranges from high school to very senior academic and corporate groups, all very bright but virtually unexposed to the intelligence world.

Other suggestions were to consider whether coordination with State and NSA is necessary since the film will include SIGINT and technological collection aspects; to be very mindful of the timeliness of material used in the show to guard against early obsolescence; and to review an earlier film of how the NIE's are put together for possible applicability to this project.

Related interest is in whether the duration of the travel show planned as a spin-off of the multi-media show could be reduced to six minutes for EEO needs, but it is too early to tell. As to whether the film could be converted to 16mm film, [] did not know at this time.

Mr. Hetu said he would write to the Deputy Directors and office heads proposing to work through PAAG members to get interviews for the show.

STAT Mr. Hetu said that the projected completion date of the
STAT show is early summer. He thanked [redacted] for the briefing
and closed the meeting with a promise to keep the PAAG informed of
progress.

[redacted]
Executive Secretary, PAAG

STAT ,APPROVED:

[redacted]
Herbert E. Hetu, Chairman